

# **Wisconsin Urban Forestry Council Minutes**

**February 19, 2003**

**Wisconsin Dept. of Ag., Trade, and Consumer Protection Building**

**Note from Jeff Edgar:** Thank you all for attending this meeting. We covered some very important topics. You will be provided with a list of topics, generated from the Urban Forestry Implementation Plan, of the WI Urban and Community Forestry Plan. Please look over the items listed and come prepared with your list of priorities. The May 21 meeting may be one of the most important meetings to attend. We will be setting the direction of the council for years to come. Thank you again, see you on March 27 for the TCUSA Awards Banquet.

Attendance:

Voting Members: Bruce Allison, Linda Barcz, Jeff Edgar, Roald Evensen, Jeff Gorman, Kevin Hinkley, Laura Jull, Dave Liska, Mike Maddox, Heather Mann, Ken Ottman, Dan Traas, Joe Wilson

Ex-officio non-voting: Leif Hubbard, Dick Rideout

Guests: Jessica Schmidt,

## **1. Call to order at 9:45**

Jeff Edgar-motion to approve minutes

Second by Dave Liska

## **2. Budget Expenditures**

- Good shape so far, may overspend on meeting expenses for travel- not an issue

## **3. TCUSA Banquet Update**

- Overview of schedule: have the building at noon to begin setup, registration begins at 2:00, workshops begin at 2:30, awards presentation begins at 4:30 until 6:15-30, will begin seating for dinner about 6:30, not sure of time for dinner until all the RSVP's come back
  - 3 to 4 welcoming speakers (Mayor Bauman, Tina Schweitzer, Jeff Edgar and Governor, DNR Secretary or Chief Forester) then key note, try to finish by 9:00
  - registration should only take ½ hour and not everyone will be there by 2:00
- Monona Terrace brochure will be included with confirmation for parking, unloading, directions
- Parking ramp not owned by Monona Terrace, so you should be out by 11:00 to avoid paying extra
- Process: invitations are out, invites to past council members are out
- Council members are all welcome, spouses are welcome with a donation for dinner
- Meeting with Monona Feb. 18: have contract basics ready, set-up time confirmed, dinner set
- Workshops: Joe Wilson-partnerships in Milwaukee, Greg Kessler-Smart Growth, Superior's urban forests. Workshops will be in the lecture hall.
- Displays: Dan Traas and Cindy Casey are working with displays and have a list
- Big TCUSA map will be there, Jessica Schmidt will update map
- There will be snacks in the Grand Terrace this year to "hold them over" until dinner
- Awards presentation process-same location and process this year.
  - Addition this year: there will be laptop stations set up to get photo captions as the recipients finish their picture. (Still need to determine the details)
- Awards presentation process: feedback on how to provide recognition to each community in front of the group.
  - Continuous display of communities and number of years, growth awards, etc., try to personalize it more-city symbol, attendees, quote, tree facts. Given the time frame, we would not be able to personalize this. Keep a simple PowerPoint to show during dinner. Make 2 PowerPoints, one with more info. to show during dinner. Could insert pictures into power point, not for everyone.
  - When would this be shown? Dinner? Awards presentation? Could add more info. into the "cueing" power point.

- Say more when we announce for pictures
- Show it during dinner before the speakers, everyone will be in one place
- Why not say each comm. Grouped by number of years, hold applause until end, make the biggest deal for the first, five, ten years and growth awards
- ACTION: Jessica and Joe Wilson will do presentation to show during dinner and before speakers, consult with RUFC's for pictures. 45 minutes or less, alphabetical order, how many years TCUSA, Tree Line, USA, Growth award, names of attendees. Photos can be fillers.
- Post-event coverage will be different this year to get more PR. This year we are sending the pictures and the press release directly to the media.
  - Planning to send each individual picture and personalized press release on a disk or CD and a hard copy to the media in a folder with a TCUSA sticker on it. The idea is to make it as easy as possible for the papers to run the story.
  - May need to find the name one person from each newspaper to send the press release to.
- Press releases- Wayne Glowac is editing the press release. Wayne thought the best way to get the media to use the press releases was to send the personalized packets to the press. He has found that this is more effective than email or internet posting. Last year it went directly to the community and most did not get published in paper.
  - Better idea to personalize the CD or diskette, without every community on the CD. Personalize the press releases and include on the CD/disk also.
  - Need to get this info. out ASAP, preferably the day after the banquet
  - How are we going to get this done quickly? RUFC's could split it up, stay in Madison to get it done Friday.
  - Prioritize the list of papers that need it first (daily papers)
  - If everything was ready before the pictures came-press releases, envelopes addressed, disks ready-it would be less timely
  - Follow-up phone calls to the press may be necessary to get pictures in paper.
  - Ask banquet attendees to remind press to run their picture
- Possibility of sending hard copies of pictures to mayors or link of internet posting with a personalized letter from the RUFC's. This does not have a time restriction.
- Local media (public radio, news) attendance at the banquet-will be easier if the governor attends. Will not know until the last minute. Roald will send a personalized letter to the governor to invite him.
  - Should we contact other local news stations to get coverage at the banquet. Will look into people to contact local news stations.
- Banquet Tasks (still need some volunteers)
  - Gifts (Tracy Salisbury)-wooden pen, will give them out with the nametags
  - Flowers-Laura Jull is working with a florist to get flower arrangements.
  - Handouts- Forest Where we Live, Arbor Day calendars will be at each chair
  - Registration- four people needed
    - Ken Ottman, Mike Maddox, Bruce Allison
  - Awards line- Dave Liska, Cindy Casey, Linda Barcz, Tracy Salisbury, Kim Sebastian, Jessica Schmidt (power point and microphone)
  - Displays-Dan Traas
    - Set-up can begin at 12:00, they should be set-up by 2:00
  - End of line (captions-still needs to be worked out)-Heather Mann
  - Workshops- Kevin Hinkley, Laura Jull (a tech. from Monona Terrace to help with AV, sound, lights)
  - Coordinator-Roald will direct people during the day/night
  - Jeff Edgar-greet/direct speakers
  - Stage set-up/Ballroom set-up-Laura Jull, Kevin Hinkley

#### **4. Future Meetings**

- 3 or 4 per year?
- Council will make that decision after they look through the Implementation Plan for DNR UF Strategic Plan.
- After the council decides what projects/tasks to undertake, they will have a better understanding of the work that is ahead of them

## **5. New Business**

- Bruce Allison will be going to the CARET meeting in Washington March 2. If there is anything you would like Bruce to bring up at this meeting, please let him know
  - Fire season-funding, solutions, impacts
- Laura Jull- Green Industry Survey, draft by Friday (Feb. 21), out in mail by first week of March. There will be three surveys going out. First survey to growers/commercial, second to public/service, third to homeowners in May.
  - trying to learn economic value of the green industry and its important part in agriculture
  - please promote your contacts in the green industry to fill out the survey
- Joe Wilson-appointed on the National Urban Forestry Advisory Board, bring ideas and concerns to him
- Everyone is invited to the Greening Milwaukee Golf Tournament Sept. 8<sup>th</sup>.
- Professor at UW-Milwaukee is doing a survey of tree cover in Milwaukee. Will be a basis to determine calculations of how many trees need to be planted to reach an optimal canopy cover.
- Greening Milwaukee would like to invite the DNR Secretary and Chief Forester to a reception to meet the new directors
- Greening Milwaukee is producing a CD-ROM containing a great deal of "green industry" info.
- By April 1<sup>st</sup>, Mike Maddox will have new contact info.

## **6. Madison Home Builders Show update**

- UF Council has rest areas at the show with displays representing the council and the Dane County Tree Board
- Home Builders Show is March 7-9 at the Alliant Energy Expo Center
- Need some help with set-up of benches March 5<sup>th</sup> at 1:00, need help to set up flowers on Friday morning, and with take down on March 9<sup>th</sup>
- Sign-up sheet was passed around

## **7. WAA Conference Review/Feedback**

- Attendance was down a little from last year
- Tree Procurement Workshop on Sunday-evaluation
  - Didn't lose any people through the session, even stayed for the panel discussion
  - Was everything covered? Probably couldn't have covered everything in one session, but was a good overview.
  - Good attendance-75-80 people
- Need a representative from the council on the WAA program committee
  - Dan Traas volunteered to be the representative
  - Any ideas for a workshop that the council can sponsor next year
- Should do a better job at marketing the programs that bring in new ideas. Example: The Rain Garden topic would have been very beneficial/interesting to engineers, city planners.
- All the speakers did a great job and offered new ideas in arboriculture
- Keep thinking about awards all year long, not just before the conference

## **8. DNR Report**

- New leadership
  - Paul De Long, Chief Forester-should be a positive change
  - Secretary Hassett-overwhelmed with new position, spoken with strong support of forestry, potential to be a strong supporter of UF.
  - Deputy administrator position is vacant
- Budget information
  - 2900 less state positions-through attrition and retirement, few lay-offs
  - 4% vacancy rate
  - \$16 million from forestry to go to stewardship fund
  - Budget is available online
- Felipe has resigned and Dave Stephenson will not be coming back, his position is now frozen and Dick is looking to hire a new LTE
  - Dick will try to hire a second LTE position in SC and have Nathan fill that position
  - SE is hiring an LTE to help Kim Sebastian
- How do the budget cuts affect the strategic plan? Affects the implementation plan more than the strategic plan.

- Implementation Plan
  - Many of the things that are in the implementation plan can be done by others rather than the DNR. Use the connections the council members have to complete some of these tasks.
  - Use the plan to integrate all the tasks
  - Heather has pulled out things that they have done or could do to implement the plan, would be beneficial for all the council members to do, and then report that to Dick.
  - Need to define where the resources are coming from to implement the plan. The who and the how must be identified. Looking to the council for input on that.
  - The plan, so far, allows us to look at what can be done or what is already being done.
  - Need to identify the things that are most important and the absolute lowest priority-a clear ranking of each item must be determined to know where to start.
  - Dick will be meeting with members of the council individually to discuss the implementation of the strategic plan.
  - Would like to see an implementation plan for the council come from reviewing the DNR's implementation plan, we will need to prioritize the goals for the council.
  - May be beneficial for the council to have one meeting dedicated to the implementation plan to discuss what the council wants to do with the plan and what they can contribute. Prioritize tasks the council wishes to tackle.
  - Council is interested in the reasons/method behind the RUFC's priorities.
  - Heather suggests a facilitated meeting to discuss implementation plan.
    - Review strategic plan/input on priorities (focus on RUFC identified roles)
    - Discuss purpose of the committee
    - Determine the council's action plan.
    - Don't reinvent the wheel! Get the council's input in the priorities.
  - Dick wants input on the priorities, not the plan (council representative were involved in producing the plan and the council was already asked for comments on plan). Once the council prioritizes the tasks, they can advocate specific activities and can determine where they can by the "who."
  - ACTION: For the next meeting, pull out council partnerships identified in plan to discuss during the meeting. Focus on issues presented in plan that includes the council and others that you believe should include the council.

## 9. Next Meeting

- May 21<sup>st</sup> at Rotary Gardens in Janesville. Discuss the Strategic/Implementation plan
- Future Meetings
  - July 9<sup>th</sup> in Appleton (picnic on the 8<sup>th</sup> at Dan Traas's house)
  - October 15<sup>th</sup>

Motion to Adjourn at 3:15

Motion seconded

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